

City Lights

A Business-to-Business Publication from Marietta Power

Winter 2004

Caraustar's Success in Recycled Packaging Market Creates Data Management Challenges

Caraustar Industries Inc. controls a billion-dollar enterprise from its headquarters in Austell.

The company, which moved its headquarters to Austell many years ago, ranks number one in recycled paperboard production in the United States. Caraustar produces the second largest amount of tubes, cores and composite

beyond Cobb County's borders, however. Caraustar currently has 109 facilities and employs more than 5,800 people worldwide. In addition to 107 operations across America, the company has facilities in Mexico and Great Britain. These operations fall into four basic categories.

The Caraustar Mill Group includes 21 locations that engage in manufacturing coated and uncoated recycled paperboard manufacturing, gypsum facing paper and laminated paperboard products. The 24 facilities that comprise the Custom Packaging Group specialize in producing folding cartons for a variety of markets, contract packaging for the pharmaceuticals and healthcare industries, and specialty corrugated for food service and dry cleaning. The company's Industrial & Consumer Products Group includes 54 facilities that manufacture products such as tubes, cores and composite containers. The Recovered Fiber Group encompasses seven operations that specialize in obtaining material for recycling.

To manage these far-flung enterprises, Caraustar has to process a tremendous amount of information. The company also has to transmit this information to its disaster recovery facility to ensure that Caraustar can continue operations in Marietta if a fire or other calamity should strike its Austell headquarters.

Editorial Focus

Alice Summerour's Legal and Business Background Make Her a Valuable Member of the BLW Board

The legal and business background of Marietta attorney Alice Summerour will enable her to make important contributions to the ongoing success of the city's Board of Lights and Water (BLW).



Alice Summerour

"I look forward to working to help the Marietta BLW maintain its excellent reputation as a reliable provider of utility services," Summerour said. "I also want to explore ways to expand and enhance existing services."

Summerour's background, knowledge and experience made her an ideal choice to serve as a nonresident member of the BLW. Her family has lived in Georgia for eight generations and in Cobb County for six, so she has an intimate knowledge of the community. As vice president of operations of a Marietta-based real estate leasing and rental company, she has a proven track record in maintaining financial records and managing daily operations. She has also served on Marietta's Citizens Economic Development Advisory Board, chaired the Cobb County Heritage Education Committee



containers among U.S. manufacturers. The company also ranks in the top 10 in folding carton production.

In addition to its headquarters, Caraustar operates two boxboard mills and one paperboard mill in Austell. The company has a disaster recovery facility in Marietta, as well.

The company's operations extend far

Contents

Marietta Conference Center and Resort Makes Great Strides Under Management by Remington Hotel Corporation	2
Employee Profile: Nellie Maxwell Enjoys Providing Marietta Power Customers Big-City Efficiency with a Small-Town Feel	3
Calendar of Events	4

continued on page 3

Please See Editorial Focus, page 2

Marietta Conference Center and Resort Makes Great Strides Under Management by Remington Hotel Corporation



The Marietta Conference Center and Resort has made significant improvements in customer service, asset management and profitability since Remington Hotel Corp. took over management of the city-owned facility in August 2003.

"In the first six months under Remington's management, we have exceeded projections in terms of gross profits," said Jim Keller, the resort's general manager. "We have done a good job of controlling expenses and have taken an aggressive approach to driving revenues. It is important for us to enhance the value of this important city asset. We do this by ensuring that the guest experience is exceptional. This is a phenomenal facility with enormous potential."

To help drive revenue, Keller focused on the Center's sales effort. In addition to increasing the size of the sales force, he brought in six Remington sales specialists to blitz the metro area and reintroduce the conference center to area businesses, regional associations and community leaders. Keller is cross selling the resort to contacts in other markets who like doing business with a Remington hotel and are considering the Atlanta area for a conference.

"We want to be easy to do business with. We work diligently to find win-win solutions with each and every client," Keller said. "We want Cobb County to find value here and make this their home away from home. The resort's Four-Diamond service is unparalleled. Our associates make the experience unforgettable."

Keller has tackled issues related to overall financial management, asset management and guest-service with equal enthusiasm. Keller and his management team have taken positive steps to ensure that

the center had the proper number of people on staff to keep operations running smoothly. At the same time, they established a clear set of guidelines for each employee and placed a great deal of emphasis on empowering staff members to make decisions that will ensure the satisfaction of guests at the center.

"Our guest service results are impressive," Keller said. "Our company comment card system provides continuous feedback from guests and ranks property's performance. Our goal for return intent is 94 percent. To date we have surpassed that benchmark. The property's return intent score is at 99 percent. In our business, repeat guests are like gold."

In addition, Keller and the centers staff have worked hard to maintain the value and appearance of the center.

"We operate as if we own the property," he said. "We want our guests to experience a physical plant where the surroundings are perfect and all equipment works properly."

Keller and his team follow a preventative-maintenance program where every guestroom and all areas of property are serviced quarterly. Moreover, Keller and a representative of the Remington corporate office inspect the property every quarter to ensure that the center meets all the standards necessary to maintain its Four-Diamond rating with the American Automobile Association (AAA).

"We consider the Four-Diamond rating extremely important to the Marietta Conference Center and Resort, and we pay close attention

continued on page 3

Editorial Focus: Alice Summerour's Legal and Business Background Make Her a Valuable Member of the BLW Board

continued from page 1

and served as vice chair of the Cobb County Historic Preservation Commission.

She earned a bachelor's of science degree in management from the Georgia Institute of Technology in 1991, as well as a master's degree with a specialization in economics in 1993. She also earned minors in economics and Spanish. In addition, she graduated cum laude from law school and was admitted to practice law in Georgia in 1999.


"I believe my legal and management background will enable me to analyze issues and make informed decisions that will benefit the BLW and its customers," she said. "I have always approached decision making in a meticulous and thoughtful manner, and will remain sensitive to the needs of BLW customers while serving on the board."

Summerour has also participated in a wide range of community service projects and organizations through the years. The Wheeler High School graduate serves on the Marietta Museum of History Board of Directors, the Leadership Cobb Governing Board, as immediate past president of the Leadership Cobb Alumni Association and on the advisory board for the Marietta Confederate Cemetery Foundation.

In addition, she actively supports the American Cancer Society and holds membership in the Kiwanis Club of Marietta.

Summerour has received many honors as a result of her participation in community service activities. In 2003, she was recognized as an Honoree at the YWCA's Tribute to Women of Achievement. She received Outstanding Kiwanian Awards from 1994-2002, and was honored as the club's Distinguished Past President in 2002. The Club also named her as Kiwanian of the Year in 1998-99 and 2001-2002. She also received the George F. Hixson Fellowship in 1997.

"I feel it is important for people to play an active role in their communities," she said. "I have been an active civic volunteer since 1992, and take great pride in the fact that the BLW understands the importance of being a good corporate citizen of our community."

In her spare time, she enjoys raising quarterhorses. 

City Lights

is published by Marietta Power. Editor Peter Jonsson and the staff of *City Lights* welcome your questions, suggestions, and comments. Address letters to:

City Lights

Marietta Power
675 N. Marietta Pkwy.
Marietta, GA 30060-1528
Attn: Elsie Neal
©2004 The Newsletter Factory

Employee Profile



Nellie Maxwell

Nellie Maxwell Enjoys Providing Marietta Power Customers Big-City Efficiency with a Small-Town Feel

Nellie Maxwell gets a great deal of satisfaction from meeting and helping others, which has made her a tremendous asset to Marietta Power's customer service team.

"Marietta has become a large city, but Marietta Power still has a small-town feel when it comes to dealing with our customers," she said. "I like that. It's nice to be able to take extra time with customers when the situation requires it."

Whether a person lives in an apartment or owns a large business, they appreciate the kind of attention we give them when they call Marietta Power," she added. "Older customers are especially appreciative of that type of personal attention."

One customer even brought Nellie a package of chicken soup recently to thank her for helping to resolve a problem.

"I also get a lot of thank-you notes," she said. "Those gestures from our customers really make me appreciate my work."

Nellie credits the leadership team at the Marietta Board of Lights and Water (BLW)

with helping to cultivate the organization's customer-oriented culture.

"The BLW leadership encourages us to work as closely as we can with our customers," she said. "Everyone wants our customers to know that we appreciate their input and consider their best interests when changes take place."

Nellie also has high praise for everyone else who works for the BLW.

"If an outage takes place, most of us come in early and help with the phones or assist in any other way we can," she said. "On those occasions, I am always impressed with the dedication shown by BLW employees. Often, they may not have lights at their own home, but they work long hours to make sure that Marietta Power customers have light and heat."

Nellie joined this exceptional team in 1993, as a customer service representative. At that time, Marietta Power still operated out of City Hall on Lawrence Street, and the customer service representatives handled billing and service calls as needed.

When Marietta Power moved to its current location on the North Loop a few years later, city officials separated the billing and service functions into separate departments. Initially,

Nellie went to work on the service side, but when a final billing clerk position became available a few years later, she returned to the billing arena. For the most part, she now handles accounts that Marietta Power has turned over to collection agencies and those involved in bankruptcy proceedings.

Although she was born in Rome, Nellie has lived in Cobb County for most of her life. After graduating from Pebblebrook High, Nellie went to work in the billing department at Tom Jumper Chevrolet, and later worked in the corporate office of RaceTrac Petroleum.

Nellie recently bought a home in Rockmart and spends most of her after-work hours gardening or tackling projects in her yard. She also enjoys a variety of crafts, such as making flower arrangements, making bedspreads and helping her co-workers take care of their personal office plants.

In addition, Nellie spends time with her mother, sisters, brother, nieces and nephews. She said she likes spending time with her siblings' children, spoiling them and then sending them home. ✎

Marietta Conference Center and Resort Makes Great Strides Under Management by Remington Hotel Corporation *continued from page 2*

to ensure that we meet or exceed AAA guidelines," he said. "We leave nothing to chance when it comes to making sure that the center looks and operates at its very best."

Keller and his staff say that Marietta Power has played an important role in their efforts to achieve these goals.

"When I first got here, I spoke and walked the center and Brumby Hall with Hugo Hodge to evaluate lighting conditions," said Jack del Barrio, the center's chief engineer. "Hugo was very helpful and put me in touch with a representative from Marietta Power's engineering department

to discuss the deco period outdoor lighting in front of Brumby Hall.

"I gave Hugo's name to The Friends of Brumby, as well," he added. "During the holidays, we spoke often with Bobby Frazier in Operations about setting up a time to install and, later, to remove our tree lights with a bucket truck. Both times, it was a pleasure working with the guys on the bucket truck. Despite the cold weather, they were very professional and very helpful while installing and removing our lights. They even placed the lights in taped rolls for storage." ✎

Caraustar Commands an Impressive Share of the Recycled Packaging Market, Enormous Amounts of Data *continued from page 1*

"Approximately a year ago, Marietta FiberNet began providing us with a dedicated 100-megabit circuit to connect Caraustar headquarters with our disaster recovery facility," said Alan Bozeman, Caraustar's operations and networks manager. "When we activated the circuit, we immediately saw a network performance bottleneck go away and an overall improvement in the efficiency of our system."

The system has performed so well that the company called on Marietta FiberNet again in December when it needed an additional circuit to connect Caraustar headquarters with another of the Austell facilities. Company

officials expect the new circuit to become operational in March.

"We looked at other well-known area providers and selected Marietta FiberNet because it could provide us with a dedicated network backbone at a reasonable cost," Bozeman said. "The dedicated fiber circuit was an important consideration for us because we will move a tremendous amount of data across that pathway." ✎

Now through April 10

A Little Princess by Little General Players
Cobb Playhouse and Studio
Call (770) 565-3995 for information.

Now through April 18

A Raisin in the Sun
Theatre in the Square
Call (770) 422-8369 for tickets and information.

Now through May 16

Dolls & Quilts: Cultural Creativity in Textiles
Marietta/Cobb Museum of Art
Call (770) 528-1444 for information.

Now through June 28

Living Traditions: Folk Artists of the American South
Marietta Museum of History
Call (770) 528-0431 for information.

April 23-May 2

Yaarab Shrine Circus, Carnival and Flea Market
Jim R. Miller Park
Call (770) 425-2331 for information.

April 25

Taste of Marietta
Marietta Square
Call (770) 429-1115 for information.

April 30

Glover Park Concert Series
Marietta Square
Call (770) 794-5601 for information.

May 2-3

Through the Garden Gate: A Spring Garden Tour
A tour of six private gardens in Cobb County sponsored by Cobb Landmarks & Historical Society, Inc.
Call (770) 426-4982 for information.

May 5-June 13

Keep on the Sunny Side
Theatre in the Square
Call (770) 422-8369 for information.

City Lights

Marietta Power
675 N. Marietta Pkwy.
Marietta, GA 30060-1528

Presort STD
U.S. Postage
PAID
Atlanta, GA
Permit # 4461

Contents

Marietta Conference Center and Resort Makes Great Strides Under Management by Remington Hotel Corporation	2
Employee Profile: Nellie Maxwell Enjoys Providing Marietta Power Customers Big-City Efficiency with a Small-Town Feel	3
Calendar of Events	4



www.mariettapower.com